



MEDINA VALLEY

ISLE OF WIGHT

Brand summary

## Medina Valley brand summary

# A brand for everyone

This is a quick overview of the Medina Valley brand which can be used as a handy reference guide. The full brand toolkit and assets are freely available to use – please email [info@naturalenterprise.co.uk](mailto:info@naturalenterprise.co.uk)

The Medina Valley brand has been developed to help visitors discover the special character of Medina Valley.

The brand is designed to be used by businesses and organisations across the Valley to support and enhance their marketing activity. This is not a commercial brand, its purpose is to help raise the profile of the whole area and show what a fantastic destination this is, for visitors and locals.

**Brand essence:** this is what the brand seeks to convey, in a nutshell

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'A naturally beautiful and accessible area'

**Position statement:** this sets out how Medina Valley is seen through the eyes of a visitor when compared to other destinations

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'The Isle of Wight's most diverse, accessible and historic destination, which engages anyone with a love of outdoor activities on and off the water. The relaxing natural environment makes this a happy place to live, work and visit – and also provides an inspirational backdrop for pioneering industry and culture. There are characterful towns linked by the beautiful Estuary. The county town of Newport is at the hub, with easy transport links to the rest of the Island.'

### Where is Medina Valley?

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Cowes, East Cowes, Gurnard, Newport, Northwood and Whippingham.

For the purpose of marketing Medina Valley as a destination, Osborne, Carisbrooke Castle and Parkhurst Forest are being included in the defined area, although they sit just outside the six parishes.

# Medina Valley brand summary

## The logo and identity

The Medina Valley logo is made up of two elements: a leaf icon and the logotype. The Medina Estuary is the defining element of Medina Valley - so the icon focuses on the Estuary and the surrounding natural environment. The stem of the leaf takes the form of the flowing water. A colour blend has been used to reflect the ever changing environment and the interdependency between the water and the natural landscape.

### Master logo

The minimum size for the logo is 25mm wide. Use the letter 'M' to measure the exclusion zone (this should be equal on all sides).



### Colour palette

#### Vibrant



Sea  
C100 M5 Y38 K0  
R0 G150 B164  
Pantone 320



Grass  
C57 M0 Y100 K100  
R162 G198 B20  
Pantone 376



Sunset  
C0 M89 Y68 K0  
R232 G52 B67  
Pantone Red 032



Sunshine  
C0 M20 Y100 K0  
R254 G204 B0  
Pantone 116



Seagull  
C29 M22 Y29 K4  
R189 G186 B177  
Pantone 413

#### Muted



Night sky  
C100 M76 Y37 K28  
R15 G58 B93  
Pantone 2995



Leaf  
C87 M39 Y89 K39  
R26 G87 B51  
Pantone 357



Royal  
C65 M91 Y28 K18  
R105 G48 B100  
Pantone 2622



Mud  
C38 M70 Y73 K54  
R101 G58 B142  
Pantone 477



Steel  
C59 M48 Y57 K47  
R83 G84 B74  
Pantone 418

### Typography

Use Raleway as the main corporate font and GoodDog as an accent font (headlines, pull quotes etc).

#### Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890()!@£\$%&?

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890()!@£\$%&?

#### GoodDog Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890()!@£\$%&?

### Co-branding

Use 'We're in Medina Valley' to associate your business with the area. Or you can use your own phrasing, for example 'Gateway to Medina Valley' or 'In the heart of Medina Valley'.



Co-branding using logo

#### We're in Medina Valley

Co-branding using text

# Medina Valley brand summary

## Words



### Using 'Medina Valley' in editorial

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It would be helpful if you could use the phrase 'Medina Valley' when referring to geographical locations in your communications – eg, 'our business is located in Newport, in the heart of Medina Valley'.

If the phrase is used consistently people will become familiar with the concept of Medina Valley as an attractive and desirable destination, which could benefit all local organisations.

### Tone of voice

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The suggested tone of voice for Medina Valley is 'sharing not selling'.

This gives a friendly, informative and trusted 'insider's view' of what Medina Valley has to offer. Adopting this tone of voice allows your business' call to action to stand out.

The following pages contain general text about the destination and information on each of the 5 themes that are inspired by the area – please feel free to use and adapt this material to suit your purposes.

There is overlapping information in some of the themes.

### Destination text

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Medina Valley is the Isle of Wight's most diverse, accessible and historic destination and a wonderful place to relax and recharge.

The Valley incorporates six parishes that are linked together by the Medina Estuary: East Cowes, Cowes, Gurnard, Northwood, Newport and Whippingham.

Threading between the towns, you'll find natural beauty and rare wildlife, with car-free trails that are much loved by runners, walkers and cyclists. Go and unwind in the nature reserves, explore the striking coastline and get lost in an ancient forest.

The area is rich in history and a must-visit destination for anyone interested in the Royal family. Queen Victoria and Prince Albert built their summer palace here at Osborne, and now it's the Island's most popular attraction.

Medina Valley is also a centre for maritime and industrial innovation, and you can visit museums or follow trails to discover all about the pioneering boats, hovercrafts, planes and rockets that have been built here.

Come and take part in sailing and watersports or enjoy the spectacle of world-class events such as Cowes Week and the Isle of Wight Festival.

This is also an excellent hub for accessing the rest of the Island.

### 🗨️ Survey response:

'There's historic palaces and castles with Royal connections, rich wildlife, stunning and picturesque walks in coast and countryside and a great variety of places to eat – and all 10 minutes off the ferry.'

# Medina Valley brand summary

## Theme: 10 minutes to tranquillity



### Useful text

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Wherever you go in Medina Valley, you're never more than 10 minutes from peace, quiet, and a sense of calm. You'll feel at home and relaxed.

You don't even need a car, as it's easy to get around by bike, walking or public transport. There are two ferry ports into the Valley, at Cowes and East Cowes, making it one of the most accessible parts of the Island. Then, within minutes, you can leave the characterful towns, and find yourself at a nature reserve among the butterflies; strolling along the Medina Estuary; or lost in ancient woodland. The low light pollution means that it's an ideal place for star gazing too.

This is an area for exploring, with gems to discover including a red squirrel hide and flat cycle paths that link up the towns and take you through unspoiled countryside. It's Nature's spa – where the natural beauty creates a feeling of tranquillity that's much appreciated by visitors and locals.

You can take part in water activities, see wildlife, catch a world-class event, or immerse yourself in local history from the Romans to the Royals. And you can do everything in a day, or take a more leisurely pace, and make a holiday of it.

There's so much hidden, off the tourist trail, just waiting to be discovered. You could pass through the Valley without even knowing about the beautiful waterway that flows through its heart.

### 🗨️ Survey response:

'I found hidden gems and unexpected delights. The river adds a different perspective to the Isle of Wight's natural scenery.'

### Useful facts

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#### FACT 1

There's a pathway from East Cowes to Newport which enables you to go on a circular route around the Estuary. (If the lock gate is open at Island Harbour ring the doorbell and it will be closed for you so that you can get across). There are plans to make this route part of the England Coast Path, the longest managed and waymarked coastal path in the world.

#### FACT 2

The habitats around the Medina Estuary are rich in wildlife - you can see over 60 species of bird in a day.

#### FACT 3

Over 600 types of bug have been found in the mature woodland at Castle Copse in East Cowes.

#### FACT 4

Carisbrooke Mount Joy Cemetery is an oasis of wildlife and offers wonderful views down the Valley.

### 📄 Resources

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Get the lowdown on the Valley's nature reserves at Gift to Nature's website - [gifttonature.org.uk](https://gifttonature.org.uk)

Find out more about the circular walk around the Estuary - [islanddrivers.org.uk/explore/walks/medina-estuary-circular-walk/](https://islanddrivers.org.uk/explore/walks/medina-estuary-circular-walk/)

See the wildlife at Mount Joy Cemetery - [foncc.org.uk/location.php#car](https://foncc.org.uk/location.php#car)

## Medina Valley brand summary

# Theme: Scenic hues of blues and greens



### Useful text

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This is a naturally beautiful area, with a scenic river and coastline. The Solent varies from aqua to indigo, while the River Medina takes on steelier shades, as it winds through the tree-lined, grassy riverbanks.

The Medina flows from Chale all the way to cosmopolitan Cowes, becoming a tidal estuary at Newport. This is the Island's county town, and minutes from the historic harbour you'll find meadows and nature reserves. From here you could walk to Carisbrooke Castle and take a stroll around the moat, giving you a therapeutic view of rolling fields vanishing into the horizon.

The Medina Estuary is a haven for wildlife. The tidal waters, saltmarsh and mudflats are home to many plants and animals, including wading birds such as the oystercatcher and redshank.

Parkhurst Forest is nearby, which contains some ancient woodland. This is one of the best places on the Island to see the rare red squirrel, the UK's only native squirrel species. There is a specially designed hide where you can look up into the treetops to watch their antics.

### 🗨️ Survey response:

78% said that the 'scenic beauty along the river and coast' attracts visitors and is one of the best things about Medina Valley.

### Useful facts

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#### FACT 1

Pan Mill Meadows is an amazing green space, right in the middle of Newport, packed with wildlife including woodpeckers and dragonflies.

#### FACT 2

You can sometimes see kingfishers flying over Dodnor Creek (on the Cowes to Newport cyclepath) and Lukely Brook as it flows through the town centre.

#### FACT 3

Gurnard is said to be one of the best locations on the Island for viewing the spectacular sunsets.

### 📄 Resources

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Download factsheets about the local nature reserves - [gifttonature.org.uk](https://gifttonature.org.uk)

Explore the castle that imprisoned a King - [english-heritage.org.uk/visit/places/carisbrooke-castle](https://english-heritage.org.uk/visit/places/carisbrooke-castle)



## Medina Valley brand summary

# Theme: The Island's Royal quarter

### Useful text

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Medina Valley has close ties to the monarchy that date back hundreds of years. The epicentre is Osborne in East Cowes, which was the much loved family home of Queen Victoria for over 50 years. This seaside palace was partly designed by Prince Albert, and it's now the Island's most visited attraction, with many new fans thanks to the TV series Victoria, and films including Mrs Brown and Victoria & Abdul. The house appears to be frozen in time, giving you an intimate glimpse of their family life. If you go at dusk, as the light fades, it's a particularly atmospheric experience.

Around 200 royal servants lived on the estate and in the surrounding houses and farms in East Cowes. Many are buried at the Royal family's church, a short carriage journey away at St Mildred's in Whippingham, where you can still see Victoria's pew and special entrance.

The Royal connections are equally strong at Carisbrooke, where King Charles I was imprisoned at the historic Castle. Although he was allowed out for the occasional ale, his final outing was to the scaffold where he lost his head.

Members of the current Royal family are rather better treated on their regular visits, although even the Queen wasn't allowed to use the main entrance of the Royal Yacht Squadron when she came to Cowes – until recently it was men only, no exceptions, not even for their patron!

### Survey response:

'Went to Osborne House today – oh what a lovely, calming, beautiful place. Love it.'



### Useful facts

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#### FACT 1

Newport Minster, dating back to 1175, has links to Carisbrooke Castle, Osborne House and the Royals. Prince Albert laid the foundation stone of the rebuilt church in 1854. Plus the Minster contains the tomb of a Princess.

#### FACT 2

The Royal Yacht Squadron in Cowes used to form part of Henry VIII's coastal defences.

#### FACT 3

Northwood House in Cowes was remodelled by the Regency architect, John Nash, who also designed Buckingham Palace. Northwood House was once famous for its lavish parties. A series of tunnels run under the house – these allowed Royals to alight from their carriages and sneak in, without being spotted.

#### FACT 4

Queen Victoria's youngest daughter, Princess Beatrice, used Carisbrooke Castle as her summer home.

### Resources

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For information on Osborne - [english-heritage.org.uk/visit/places/osborne](https://english-heritage.org.uk/visit/places/osborne)

For information on Carisbrooke Castle - [english-heritage.org.uk/visit/places/carisbrooke-castle](https://english-heritage.org.uk/visit/places/carisbrooke-castle)

Find out about Northwood House at [northwoodhouse.org](https://northwoodhouse.org)

See archive pictures of Cowes at [cowesheritage.co.uk](https://cowesheritage.co.uk)

Visit Newport Minster to find out about the Isle of Wight Royal Heritage Trail. There are interpretation boards installed in the Minster – [newportminster.org](https://newportminster.org)

Walk in Queen Victoria's footsteps and explore Victoria's Island - [visitisleofwight.co.uk/things-to-do/victorias-island-trail](https://visitisleofwight.co.uk/things-to-do/victorias-island-trail)

## Medina Valley brand summary

# Theme: Industry and innovation



### Useful text

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Medina Valley is famous for its maritime and industrial innovation, past and present. The world's first seaplane and the largest all-metal flying boat were built here. It's also where the hovercraft was invented, and satellite-carrying rockets were developed before being tested on the other side of the Island. Up until the 1960s, it was a centre for shipbuilding, making warships for navies around the world.

Many speedboats were built here, including the famous Bluebird, a small, light boat that sliced through the water with barely any disturbance and set the world speed record in the 1930s. You can see lots of famous yachts, flying boats and lifeboats at the Classic Boat Museum. The Cowes Maritime Museum also has lots of photos and information on yachting and the local shipbuilding industry.

Dodnor is now at the forefront of wind technology and blades can often be seen going along the Estuary. Some of the parts look like giant ear trumpets, you won't see anything else like it on the Island!

East Cowes is also a centre for aeronautical excellence and the world's first 'winglets' were developed here – these are wing-tips for aircraft that help to save fuel and reduce emissions.

### Useful facts

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#### FACT 1

A chain ferry or 'floating bridge' connects Cowes and East Cowes – it was established in 1859. The current model, Floating Bridge No. 6, was introduced in May 2017. It is only one of seven operating in the UK as most others have been replaced by bridges.

#### FACT 2

Sir Christopher Cockerell invented the hovercraft in East Cowes. The crafts were built at the Columbine Hanger, which is painted with a huge Union Jack.

#### FACT 3

The 'Cockles' were designed and built in East Cowes. These were small canoes used by Royal Marines, known as the 'Cockleshell Heroes', in a daring raid on the port of Bordeaux in 1942.

#### FACT 4

'Medina Cement' used to be made along the riverbank from about 1840 to 1944 – some historic structures have recently been uncovered.

### 📄 Resources

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At East Cowes Heritage Centre you can pick up leaflets including 'Healthy Heritage Walks in East Cowes'. There's also information online at [isleofwightsociety.org.uk/heritage.aspx](http://isleofwightsociety.org.uk/heritage.aspx)

Find out more about the area's nautical heritage - [classicboatmuseum.com](http://classicboatmuseum.com)

Cowes Maritime Museum is situated in Cowes Library - search [iow.gov.uk](http://iow.gov.uk) for details.

Find out about Dodnor Creek and the historic cement works - [gifttonature.org.uk/discover/sites-in-and-around-newport/dodnor-creek-dicksons-copse](http://gifttonature.org.uk/discover/sites-in-and-around-newport/dodnor-creek-dicksons-copse)

Download a leaflet on the Cowes Boat Trail - [islandrivers.org.uk/explore/walks/cowes-boat-trail](http://islandrivers.org.uk/explore/walks/cowes-boat-trail)

Find out about the iconic 1912 hammerhead crane which is a masterpiece of early industrial design and a key landmark on Cowes waterfront - [coweshammerheadcrane.org.uk](http://coweshammerheadcrane.org.uk)

Discover the history of the floating bridge - [iwfloatingbridge.co.uk](http://iwfloatingbridge.co.uk)

Find out more about the Island's heritage from the dinosaurs onwards at **The Museum of Island History** in The Guildhall, Newport.

### 💬 Survey response:

'It was truly amazing to see the river from a water taxi.  
The kids loved it and we saw some swans too.'



## Medina Valley brand summary

# Theme: Your idea of fun

### Useful text

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Two of the world's most iconic events are held in Medina Valley. Cowes Week is the largest and oldest sailing regatta, and a fixture in the society season. Further upstream towards Newport, the Isle of Wight Festival brings the biggest names in music to the Island.

Also popular is the Round the Island sailing race, a spectacle of thousands of boats, which starts and finishes in Cowes.

Another highlight is the Royal Isle of Wight County Show, which was given its Royal status by Queen Victoria who exhibited her sheep here. This event at the Isle of Wight County Showground in Northwood celebrates our rural heritage and local produce.

There's so much to do. You can explore the area's award winning attractions including Osborne and Carisbrooke Castle, and meet the monkeys at Monkey Haven, before taking a tour of the Roman villa in Newport.

Then go to an exhibition at The Quay Arts Centre, the Island's creative hub in Newport, where you can try everything from pottery to printmaking at their popular art workshops. Or take in a talk at the Isle of Wight Literary Festival at Northwood House, which showcases local writers alongside internationally renowned authors. There's also a Jazz Weekend that brings the best of UK jazz to Newport every year.

There are lots of outdoor activities that take advantage of the beautiful local environment. Walking and cycling are popular as the paths are safe, flat and family friendly, with places to eat and drink along the way.

The area is also famous for yachting, attracting everyone from beginners to the biggest names in sailing. From Cowes, Gurnard and East Cowes you can go sailing, kayaking, swimming, or just watch the boats go by. The Medina Estuary is quieter, but that's its charm, and you can take part in rowing and sailing, or hire a water taxi to a riverside pub.

### 🗨️ Survey response:

'We had a gentle bike ride along the Red Squirrel trail with nice stops for coffee in Newport.'



### Useful facts

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#### FACT 1

The Solent is one of the world's busiest shipping lanes. Cowes, East Cowes and Gurnard are excellent vantage points for viewing cruise ships and yachts.

#### FACT 2

The marinas and yacht clubs offer facilities to visiting sailors.

### 📄 Resources

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For fun events and interesting things to do, go to the official tourist board's website at [visitisleofwight.co.uk](http://visitisleofwight.co.uk)

Isle of Wight Festival - [isleofwightfestival.com](http://isleofwightfestival.com)

Lendy Cowes Week - [lendycowesweek.co.uk](http://lendycowesweek.co.uk)

Round the Island Race - [roundtheisland.org.uk](http://roundtheisland.org.uk)

Royal Isle of Wight County Show - [iwcountyshow.co.uk](http://iwcountyshow.co.uk)

Isle of Wight Literary Festival - [isleofwightliteraryfestival.com](http://isleofwightliteraryfestival.com)

Quay Arts - [quayarts.org](http://quayarts.org)

Isle of Wight Jazz Weekend - [iwjazzweekend.co.uk](http://iwjazzweekend.co.uk)

For residential trips and activities contact the Medina Valley Centre - [medinavalleycentre.org.uk](http://medinavalleycentre.org.uk)

Cowes Harbour Commission has information on hiring water taxis - [cowesharbourcommission.co.uk](http://cowesharbourcommission.co.uk)

Island Harbour Marina - [island-harbour.co.uk](http://island-harbour.co.uk)

Cowes Yacht Haven - [cowesyachthaven.com](http://cowesyachthaven.com)

East Cowes Marina - [deanreddyhoff.co.uk/east-cowes-marina/the-marina](http://deanreddyhoff.co.uk/east-cowes-marina/the-marina)

# Medina Valley brand summary

## The brand in action

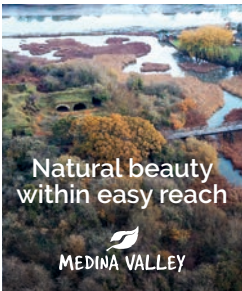
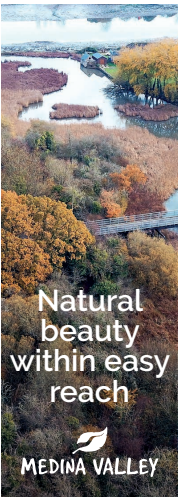
### Advertising examples

General destination adverts  
& thematic adverts.

### Print adverts



### Digital adverts



# Medina Valley brand summary

# Acknowledgements

## Developed and produced by the Medina Valley Coastal Communities Team

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Natural Enterprise, IW Chamber of Commerce, Quay Arts, Medina Valley Centre, IW College, IW Estuaries Partnership, Visit Isle of Wight, Isle of Wight Council

## Design agency

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WordsandStuff.co.uk

## Images

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Thank you to:  
[visitisleofwight.co.uk](http://visitisleofwight.co.uk)  
[gifttonature.org.uk](http://gifttonature.org.uk)  
Shaping Newport  
Cowes Harbour Commission

## Funding

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This project is being funded by the Department for Communities and Local Government Coastal Communities Fund

